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(57) Abstract :
The disclosed system (200) for customizing media content on online social networks comprises a server (208) responsible for receiving media content from various sources (210). It includes a set of filters (212) allowing users to apply criteria based on their preferences and interests. A media content feed generator (214) generates a personalized media content feed based on the applied filters. The system incorporates a feedback mechanism (216) that enables users to provide feedback on the displayed media content in their feed. This feedback is used to adjust the filters and display more relevant media content, enhancing the user experience. Additionally, the system can include a recommendation engine (218) that suggests new filters based on the user's activity and behavior on the social network, further enhancing the customization process.

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